



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

Billing Address:

Waterfront Strategies
Attention: Laura Bassett
1010 Wisconsin Avenue, Suite 800
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967129-2	11/04/12	November 2012	10/29/12 - 10/31/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
House Majority PAC	10.25-10.31 HMP Boston	2222

Flight Dates	Order #	Alt Order #
10/25/12 - 10/31/12	967129	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/25/12	10/31/12	6a Eyeopener	558-7a	MTWTF--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 5:58 AM 6a Eyeopener 558-7a :30 HMPMA06T1201H \$3,500.00 NM									
2	10/25/12	10/31/12	Good Morning America	658-9a	MTWTF--	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 10/30/12 8:59 AM Good Morning America 658-9a :30 HMPMA06T1201H \$4,000.00 NM									
3	10/25/12	10/31/12	LIVE WITH KELLY & MIC	9A-10A	MTWTF--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 9:51 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 HMPMA06T1201H \$800.00 NM									
4	10/25/12	10/31/12	Midday News	1158a-1230p	MTWTF--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 10/30/12 12:28 PM Midday News 1158a-1230p :30 HMPMA06T1201H \$1,200.00 NM									
5	10/25/12	10/31/12	KATIE COURIC DAY	3-4p	MTWTF--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 3:52 PM KATIE COURIC DAY 3-4p :30 HMPMA06T1201H \$1,000.00 NM									
6	10/25/12	10/31/12	ELLEN EF	4P-5P	MTWTF--	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 10/30/12 4:46 PM ELLEN EF 4P-5P :30 HMPMA06T1201H \$2,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Advertiser	Product	Estimate Number	
House Majority PAC	10.25-10.31 HMP Boston	2222	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/25/12	10/31/12	ELLEN EF	4P-5P	MTWTF--	:30	1	\$2,000.00	NM
7	10/25/12	10/31/12	Newscenter 5 at 5	5-6p	MTWTF--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 5:11 PM Newscenter 5 at 5 5-6p :30 HMPMA06T1201H \$3,500.00 NM									
8	10/25/12	10/31/12	Newscenter 5 at 6	6-630p	MTWTF--	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB W 10/31/12 6:28 PM Newscenter 5 at 6 6-630p :30 HMPMA06T1201H \$5,000.00 NM									
11	10/25/12	10/31/12	Dancing Results	758-9p	-T-----	:30	1	\$15,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$15,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 10/30/12 8:23 PM Dancing Results 758-9p :30 HMPMA06T1201H \$15,000.00 NM									
12	10/25/12	10/31/12	Newscenter 5 at 11	11-1130p	MTWTF-S	:30	1	\$8,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---TF-S 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WCVB W 10/31/12 11:28 PM Newscenter 5 at 11 11-1130p :30 HMPMA06T1201H \$8,000.00 NM MG for 12.1 10/26									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 11:37 PM Newscenter 5 at 11 11-1130p :30 HMPMA06T1201H \$8,000.00 NM									
13	10/29/12	10/31/12	World News Tonight	630-7p	MTW----	:30	3	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 3 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 10/29/12 6:56 PM World News Tonight 630-7p :30 HMPMA06T1201H \$4,000.00 NM 3 WCVB Tu 10/30/12 6:56 PM World News Tonight 630-7p :30 HMPMA06T1201H \$4,000.00 NM 1 WCVB W 10/31/12 6:55 PM World News Tonight 630-7p :30 HMPMA06T1201H \$4,000.00 NM									

Total Spots **14**

Payment Terms 30 Days

<u>Gross Total</u>	\$64,000.00
<u>Agency Commission</u>	\$9,600.00
<u>Net Amount Due</u>	\$54,400.00